

66263-1-3410

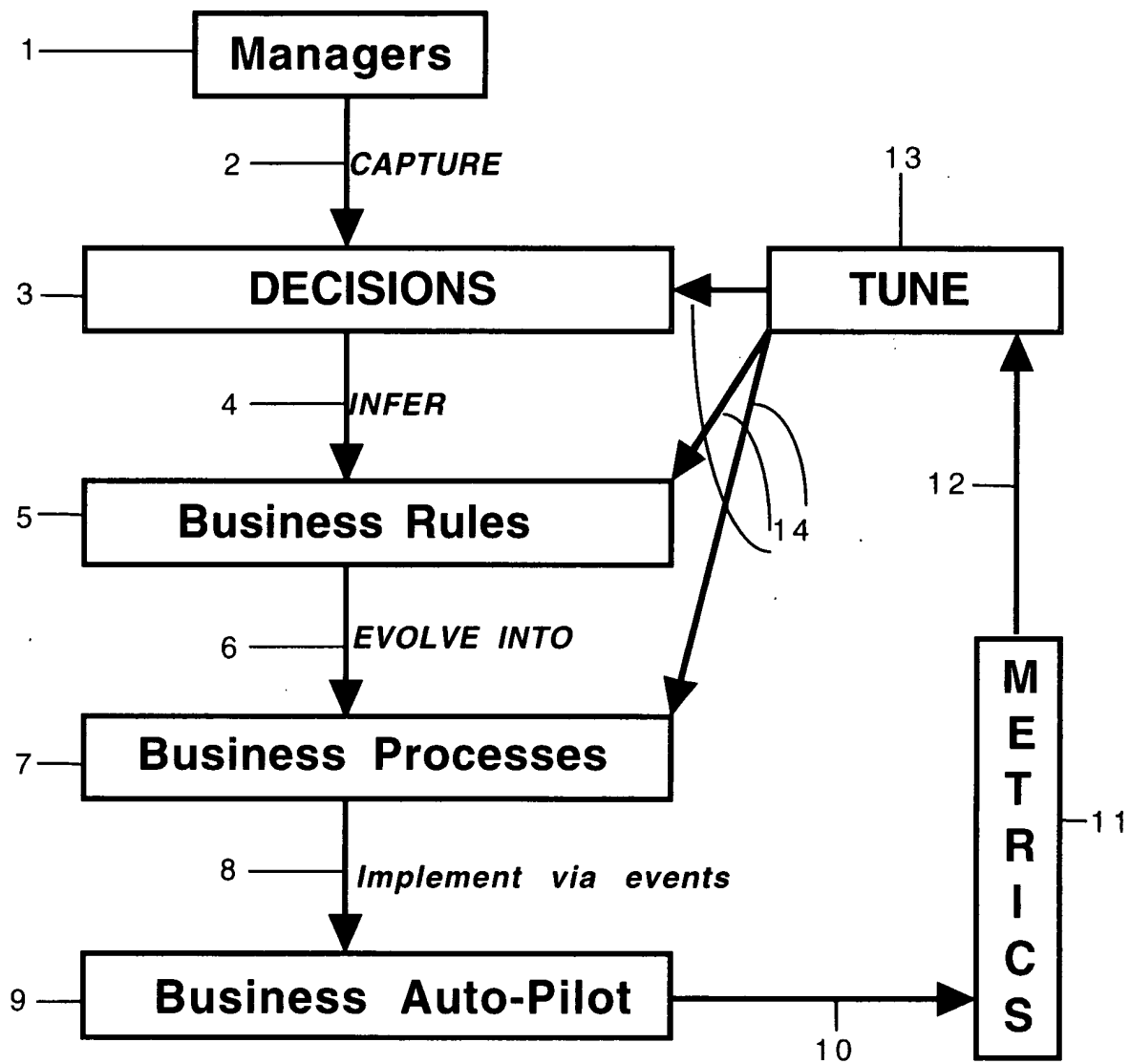


Figure 1

**Objectives explicitly stated as Goals**

15 "Gross Sales to increase by 50%"  
"12 >= Employee Count > 5"  
"Vertical Markets >= Vertical Markets + 1"

**Business Processes Stated as Rules**

16 "Order + In Stock -> Ship to Customer"  
"Order + Not In Stock -> Produce Per Order"

**Operational Performance & Responsibility Are Delegated**

17 Obtain New Customer -> Sales  
Respond to Customer Order -> Shipping  
North American Sales -> Fred Gregura

**Operation Made Automatic**

18 Real world conditions compared to Rules;  
Actions triggered by matches;  
Data re: Goals updated

**Feedback Internalized**

19 Objectives & Means (Goals & Rules)  
monitored; contradiction sparks creation,  
modification, deletion, or re-delegation of  
contradictory elements until contradiction  
is resolved

**Figure 2**



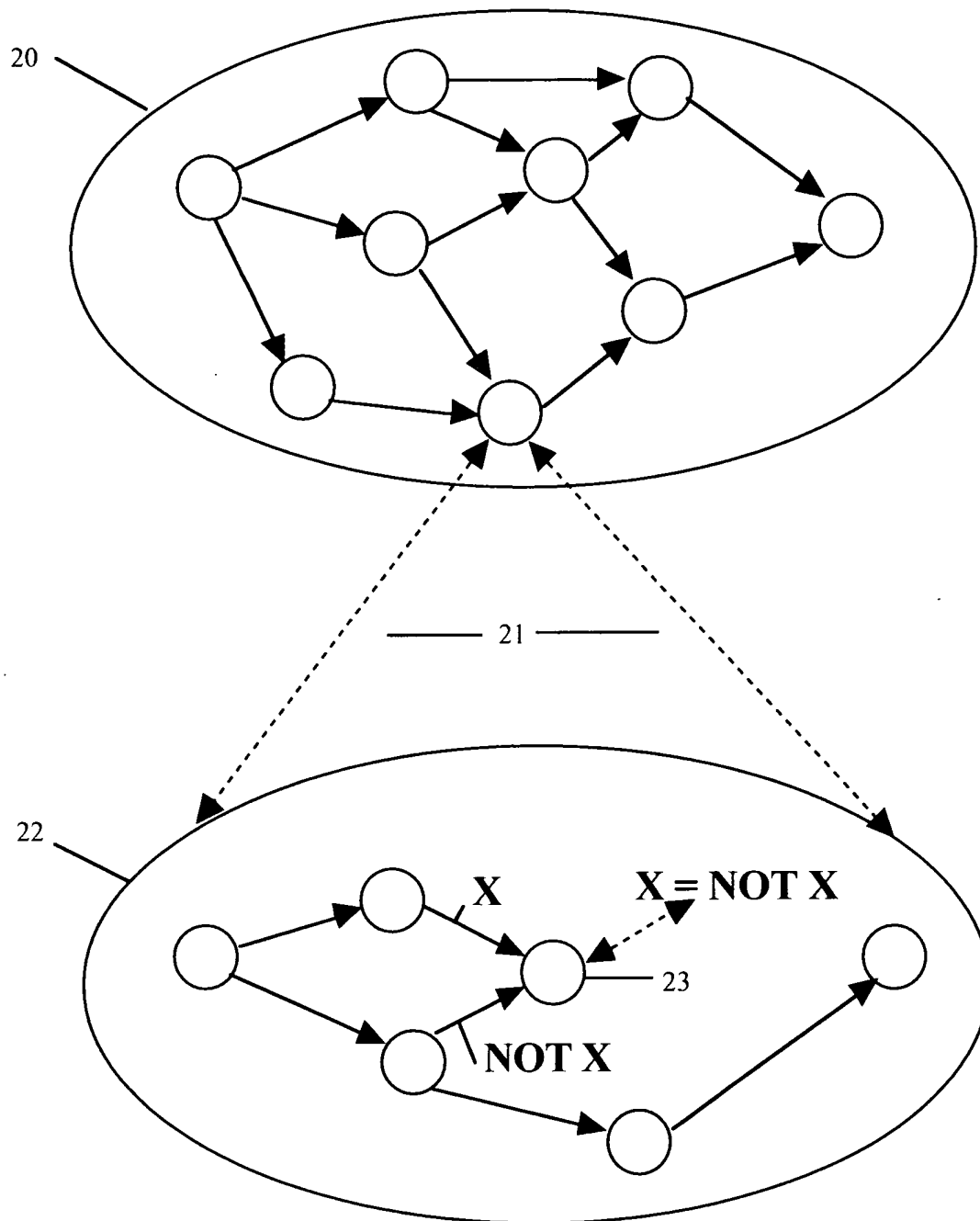


Figure 4

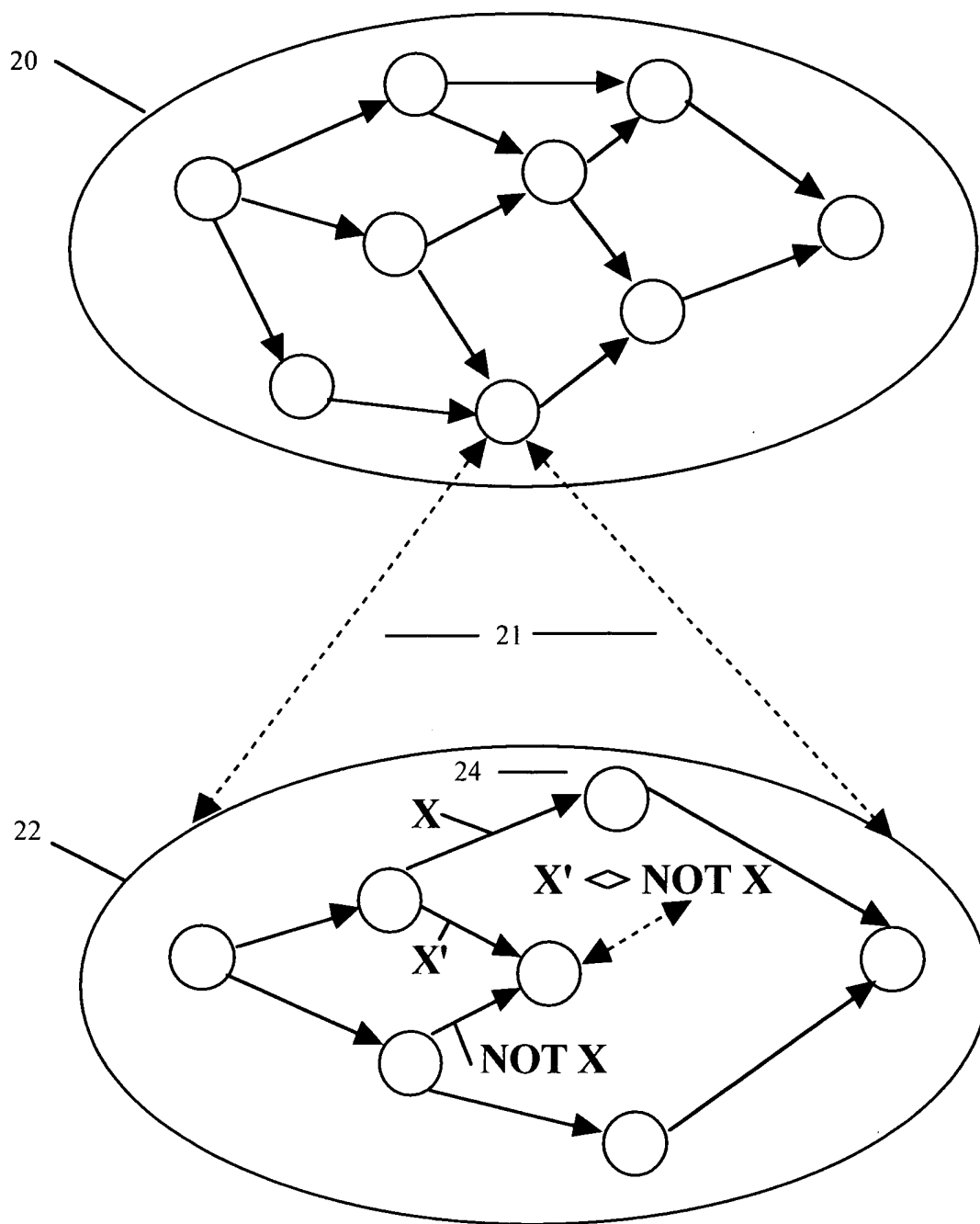


Figure 5